

# ORDER

**KSNV**

**Orders**  
**Order / Rev:** 105940  
**Alt Order #:** 06842090  
**Product Desc:** HORSFORD 4 CONGRESS  
**Estimate:** 1609  
**Flight Dates:** 09/18/12 - 09/24/12  
**Original Date / Rev:** 08/27/12 / 08/27/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency Name:** GMMB, Inc./ Washington D.C.  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave. NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Horsford for Congress  
**Demographic:** A35+  
**Product Codes:** PLC02  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	35	\$6,705.00	\$5,699.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	35	\$6,705.00	\$5,699.25	0.00
<b>Totals</b>	<b>35</b>	<b>\$6,705.00</b>	<b>\$5,699.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	31%	\$6,705.00
Market	100%	\$21,629.03

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$5,623.55
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$3,460.65
KTUD	1%	\$216.29
KVVU	18%	\$3,893.23
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$1,730.32

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	09/21/12	M-F 5-6a WakeUp w/WagM	5-6a		- TWTF - -	:30	2	\$90.00	4	0.00	NM	2	\$180.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- TWTF - -			2		\$90.00		0.00				

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/18/12	09/21/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	- TWTF - -	:30	2	\$90.00	4	0.00	NM	2	\$180.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF - -	2		\$90.00		0.00						
E 2	KSNV	09/18/12	09/21/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	- TWTF - -	:30	2	\$175.00	4	0.00	NM	2	\$350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF - -	2		\$175.00		0.00						
E 3	KSNV	09/24/12	09/24/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	M- - - - -	:30	1	\$175.00	4	0.00	NM	1	\$175.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M- - - - -	1		\$175.00		0.00						
E 4	KSNV	09/18/12	09/21/12	Today Show Today Show	CM	658a-9am	- TWTF - -	:30	2	\$200.00	4	0.00	NM	2	\$400.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF - -	2		\$200.00		0.00						
E 5	KSNV	09/24/12	09/24/12	Today Show Today Show	CM	658a-9am	M- - - - -	:30	1	\$200.00	4	0.00	NM	1	\$200.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M- - - - -	1		\$200.00		0.00						
E 6	KSNV	09/23/12	09/23/12	Meet the Press Meet the Press	CM	8a-9am	- - - - - S	:30	1	\$1,300.00	3	0.00	NM	1	\$1,300.00
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- - - - - S	1		\$1,300.00		0.00						
E 7	KSNV	09/18/12	09/21/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	- TWTF - -	:30	2	\$95.00	4	0.00	NM	2	\$190.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF - -	2		\$95.00		0.00						
E 8	KSNV	09/18/12	09/21/12	Rachael Ray Rachael Ray	CM	11am-12pm	- TWTF - -	:30	2	\$80.00	4	0.00	NM	2	\$160.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF - -	2		\$80.00		0.00						
E 9	KSNV	09/18/12	09/21/12	Noon News Noon News	CM	12-1230pm	- TWTF - -	:30	2	\$125.00	4	0.00	NM	2	\$250.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF - -	2		\$125.00		0.00						
E 10	KSNV	09/18/12	09/21/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	- TWTF - -	:30	2	\$100.00	4	0.00	NM	2	\$200.00
AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF - -	2		\$100.00		0.00						
E 11	KSNV	09/18/12	09/21/12	Dr. Phil Dr Phil	CM	3-4p	- TWTF - -	:30	1	\$150.00	4	0.00	NM	1	\$150.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	- TWTF - -	1		\$150.00		0.00						
E 12	KSNV	09/24/12	09/24/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	M- - - - -	:30	1	\$145.00	4	0.00	NM	1	\$145.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	M- - - - -	1		\$145.00		0.00						
E 13	KSNV	09/24/12	09/24/12		CM	4-5pm	M- - - - -	:30	1	\$175.00	4	0.00	NM	1	\$175.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				NEWS 3 at 4 (1 HOUR)											
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)									
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$175.00		0.00			
E 14	KSNV	09/18/12	09/21/12	M-F Early News M-F Early News	CM	5-630p	- TWTF--	:30	2	\$250.00	4	0.00	NM	2	\$500.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF--					2	\$250.00		0.00			
E 15	KSNV	09/24/12	09/24/12	M-F Early News M-F Early News	CM	5-630p	M-----	:30	1	\$250.00	4	0.00	NM	1	\$250.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$250.00		0.00			
E 16	KSNV	09/18/12	09/21/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	- TWTF--	:30	2	\$230.00	4	0.00	NM	2	\$460.00
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF--					2	\$230.00		0.00			
E 17	KSNV	09/18/12	09/21/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	- TWTF--	:30	1	\$230.00	4	0.00	NM	1	\$230.00
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF--					1	\$230.00		0.00			
E 18	KSNV	09/24/12	09/24/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M-----	:30	1	\$230.00	4	0.00	NM	1	\$230.00
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$230.00		0.00			
E 19	KSNV	09/18/12	09/21/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	- TWTF--	:30	2	\$125.00	4	0.00	NM	2	\$250.00
				FACE TO FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF--					2	\$125.00		0.00			
E 20	KSNV	09/22/12	09/22/12	Vegas Inc. Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$100.00	4	0.00	NM	1	\$100.00
				VEGAS INC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$100.00		0.00			
E 21	KSNV	09/18/12	09/21/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	- TWTF--	:30	2	\$255.00	4	0.00	NM	2	\$510.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF--					2	\$255.00		0.00			
E 22	KSNV	09/18/12	09/21/12	The Tonight Show Tonight Show	CM	1135p-1237a	- TWTF--	:30	1	\$110.00	4	0.00	NM	1	\$110.00
				TONIGHT SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF--					1	\$110.00		0.00			
E 23	KSNV	09/24/12	09/24/12	The Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$110.00	4	0.00	NM	1	\$110.00
				TONIGHT SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$110.00		0.00			
E 24	KSNV	09/18/12	09/21/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	- TWTF--	:30	1	\$80.00	4	0.00	NM	1	\$80.00
				TODAY SHOW III											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	- TWTF--					1	\$80.00		0.00			
													Totals	35	\$6,705.00